

Ford 2004 Alternative Fuel Products

**Clean Cities – Palm Springs
May 20, 2003**

Presenter: David Henry
**Ford Alternative Fuel Vehicles (AFV) Marketing,
Sales, and Business Strategy Manager**

Ford Motor Company

“Ford Motor Company is dedicated to providing ingenious environmental solutions that will position us as a leader in the automotive industry of the 21st century. Our actions will demonstrate that we care about preserving the environment for future generations.”



**William Clay
Ford, Jr.**

Chairman of the Board and
Chief Executive Officer

Ford Motor Company

AFV Testimonials!

Mike Hollub
Hollub Heating Inc.

John Natolie
United Airlines

Al Wonstolen
Clean Air Transit

"Purchasing Natural Gas Vehicles was an easy decision for us with Ford's reputable E-Series van, and many available incentives."

"Our Ford Natural Gas Vehicles provide us with reliability and performance, as well as lower emissions"

"Purchasing Ford Natural Gas Vehicles is a win-win situation for us."

"When we stop at the seniors' center and schools, we're sure citizens appreciate that we run Ford Natural Gas Shuttles."

"We wanted to give something back to the community. With Ford Natural Gas Vehicles, we did that, and saved money too!"

"Factory built Ford Natural Gas Vehicles provide us better quality and support than conversions in our environmental efforts."

Russ Romaine
Ball Aerospace

"We want to be leaders in our community in clean air efforts using Ford Natural Gas Vehicles"

Robin Erickson
Newspaper Agency Corporation (NAC)

Mark Hennesy
Xcel Energy

Bob Mach
City of Taylor, MI.

Ford Motor Company

We operate on natural gas because we are concerned about helping to keep the air in Central Park clean. These vehicles have everything we need in the our route, including a wheelchair access door and lift, which our person use regularly. Our Ford vehicles are reliable, without any issues between scheduled maintenance and they are great in the snow too. Refueling is now with a use down the road and a monthly billing program with Natural Gas. One driver just fill up and go!

Al Wonstolen
Administrator
Clean Air Transit Company



Indulged and Ford E-Series van

www.fleet.ford.com/afv
1-800-34-FLEET

We have over 1000 vehicles and log over 5 million miles per year. We use a lot of fuel and oil, so it's a lot to use. What better way to give something back to the community than to support clean air?

But we are also saving money running natural gas and with available incentives through Ford and other groups, the price of a Ford CNG van was practically the same as a gasoline model. Plus our CNG vans are lasting longer than other vans because they are burning a cleaner fuel. These vehicles are fabulous!

Mike Hollub
Hollub Heating Inc.



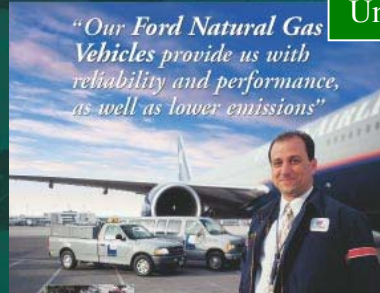
Indulged and Ford E-Series van

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In doing so, the Newspaper Agency Corporation received additional benefits in the first year of running its 80 new Ford E-Series built natural gas vans. We saved over \$270,000 in fuel over alone. We also save time with our refueling time and 30 on site time fill pumps when vehicles are refueled while driving our competing other fuels. We thank the change to CNG and definitely the right choice for us.

Robin Erickson
Executive Transportation Manager
Newspaper Agency Corporation



"Reliability is important in our business. We began using Ford AFVs in 1997 in our Denver fleet of over 25 units. They are now part of our emergency response such as airport clearing, parts delivery and mail checks. We only own and we are driving on AFV. They offer the same great performance and quality in gasoline vehicles. Our AFV fleet also includes outstanding customer service, Ford and our Natural Gas fuel company fuel service."

John Natolie
United Airlines



It is not too often that we are mandated to do something that we can so easily embrace and benefit from. Like operating cleaner. We have not just purchased the equipment, we have been involved in the program and will be in any vehicle in our fleet with our AFVs as vehicles are great and we don't want any performance between gasoline and AFV models. We think service with our AFVs and have received as if 30% having them in our fleet.

John Natolie
United Airlines

"Preserving the environment and running an efficient fleet is our philosophy at Xcel Energy. Ford has proven to have the best OEM AFV lineup for fleets and by using natural gas, we only are not helping to preserve the environment but we are also experiencing our savings. Ford factory built AFVs benefit us greatly and the convenience in our work."

Mark Hennesy
Bus Manager, Xcel Energy



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Indulged and Ford E-Series van

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We have over 500 drivers and log over 5 million miles per year. We use a lot of fuel and idle a lot as well. What better way to give something positive back to our community than to support cleaner air.

In doing so, the Newspaper Agency Corporation noticed additional benefits in the first year of running its 88 new Ford Factory Built natural gas vans. We saved over \$250,000 in fuel costs alone. We also save time with easy refueling from our 30 on-site time fill pumps where vehicles can refuel while drivers are completing other tasks. We know the change to CNG was definitely the right move for us.

Robin Erickson

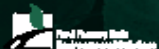
Circulation Transportation Manager,
Newspaper Agency Corporation.



Dedicated CNG E-550 wagon



Dedicated CNG E-450 outway



"We wanted to give something back to the community. With Ford Natural Gas Vehicles, we did that, and saved money too!"

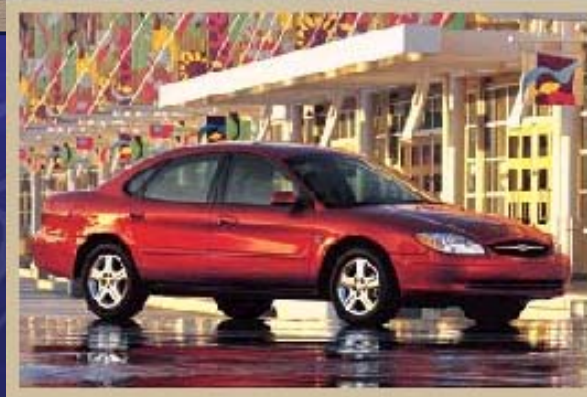


www.fleet.ford.com
1-800-34-FLEET (press 5)

Start After Cleanup.
The Ford Fleet Difference.
People. Products. Processes.

Ford Motor Company

What AFV Models does Ford have for 2004?



F-150 LPG Bi-Fuel Pickup



Highlights for 2004

- ULEV certified to meet current government mandates
- Ford has produced more bi-fuel Propane pickups than any other OEM
- A variety of body styles and GVW
- 4x2 or 4x4 drive trains
- Great for landscape trade and construction

Ford Motor Company

F-150 CNG Bi-Fuel Pickup

Highlights for 2004

- ULEV certified to meet current government mandates
- Sequential multipoint fuel control system
- Ford has produced more bi-fuel CNG pickups than any other OEM
- A variety of body styles and GVW
- 4x2 and 4x4 power trains
- Great for landscape trade and construction



Ford Motor Company

F-150 Dedicated CNG Pickup

***"Cleanest Emissions Full-Size Pickup on
the Planet"***



Highlights for 2004

- SULEV certified to meet, and exceed current government mandates
- Best selling dedicated CNG pickup 6 years running
- Based on North America's best selling pickup for 26 years running
- CNG tanks providing up to 250 mile range

Ford Motor Company

E-Series Dedicated CNG Van & Wagon



Highlights for 2004

- First OEM CNG vehicle to be SULEV certified. Will be SULEV71 for 2004MY.
- Variety: 5 models to choose from to suit your cargo or people-carrying needs
- Great for airport/hotel shuttles, deliveries, maintenance vans

***"Cleanest Emissions Van/Wagon on
the Planet"***

Ford Motor Company

E-Series (450) Dedicated CNG Cutaway



Highlights for 2004

- ULEV certified – Best-in-Class emissions
- Versatility: Can be ordered for shuttle, school bus or cube van applications
- Great for airport/hotel/daily rental shuttles, delivery vans, & Student transportation
- Handicap access packages available



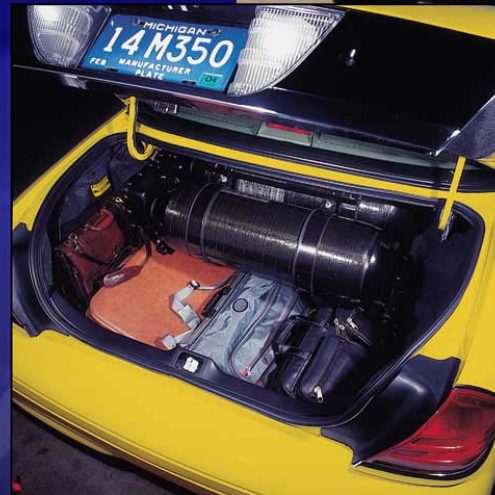
Ford Motor Company

Crown Victoria Dedicated CNG Sedan



Highlights for 2004

- ULEV2 emission certified to meet mandates
- Extended length now available with NGV option
- New front suspension design introduced in 2003
- Ideal for taxi, police, daily rental, airport limousine

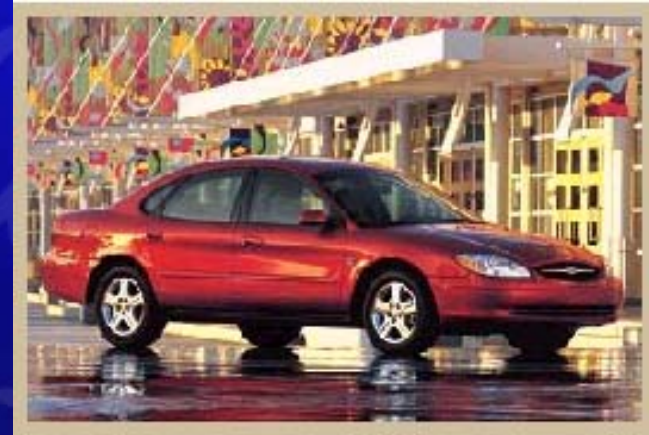


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Ethanol

Taurus

The Taurus FFV continues with the following configurations: Sedan (LX, SE, and SES) and Wagon (SE).



Explorer

Flexible Fuel System available on 4-door Explorer since 2003; standard on 4.0L SOHC V6 engines (with automatic transmission.)

Ford Motor Company

Coming Soon!

Ford Motor Company

Ford Escape Hybrid Electric Vehicle (HEV)



- Nearly 40 MPG (City driving)
- 500 Mile Range on single tank
- SULEV II Emissions
 - PZEV targeted for CA, MA, NY
- V6 like performance in an I4 engine

“The first high-volume, mainstream alternative to the traditional powertrain in nearly 100 years.”

Bill Ford, Ford Motor Company

Ford Motor Company

The ultimate emission free vehicle → Hydrogen powered Focus Fuel Cell Vehicle (FCV).



- Zero Emission Vehicle (ZEV)
- Hybridized Technology
- Transparent driving experience
- Major issues:
 - Technology Cost
 - Hydrogen Infrastructure

Focus Fuel Cell vehicles available in 2004

Ford Motor Company

Clean Cities Coordinator Incentive Program



teamwork

Working together is the only way. Working together is the only way.
Working together is the only way.

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Our Commitment is Throughout the Organization



Ford Motor Company

Q & A

Ford Motor Company